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Rural Electrification Administration
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To the Newsletter Editor:

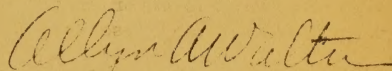
This sheet of suggested newsletter topics will reach you about 10 or 15 times a year. It is intended to help you keep your newsletters at their strongest right now, during the war, when they are doing so much good. Our Summary of Newsletter Content, which many of you remember, was a casualty because of paper shortage, and our column of newsletter comment in the Rural Electrification News never attained the value which we wanted it to.

You, of course, are the final judge of what ought to go into your newsletter. Our offerings are presented either for use or rejection as you see fit. We hope that you will find some of them useful, but that you will not use so many of them as to rob you of space needed for your own local news items. The section "Newsletter Topics" contains statements about various subjects of interest to newsletter readers. Items in the latter part of the Clip Sheet under the heading "Some Good Examples," are not for publication, but are included merely for their value in suggesting ideas that might be developed locally.

I was personally the pioneer sponsor in REA of cooperative newsletters. My interest began more than 6 years ago and has increased progressively since then; for a year I devoted all of my time to the subject. When I assumed duties which other people think are more important, I had to farm out much of the correspondence about newsletters to other people. Nevertheless, I reviewed their actions and all outgoing letters were signed in my name. That arrangement gives me credit for work which I do not do, so I am reluctantly changing it.

In the future, you will receive newsletter mail signed by Robert J. Lambert, head of the Current Information Section. Bob's enthusiasm for newsletters is nearly as great as my own, and he is in a position to give them more of his personal attention than I can.

I have enjoyed our correspondence more than I can express, and I hope you will drop in to see me whenever you get to St. Louis. If you do, we'll get Bob to sit down with us and talk about your newsletter.



Allyn A. Walters
Information Division

Attachments

August 12, 1943

NEWSLETTER TOPICS

TODAY THOUSANDS OF FARMERS ARE FOR THE FIRST TIME USING ELECTRICAL FARMING equipment to save labor and increase food production. Wartime necessity is teaching them the use of new tools, and even farmers who cannot now obtain electrical equipment are not going to be satisfied without it when the war is over. The demand for electrical farming methods promises to stimulate an intensified post-war rural electrification program which will help increase farm production and improve rural living standards.

Many people think that the farmer is producing at top capacity now, but a group of high Department of Agriculture officials, meeting in Milwaukee recently with Secretary Claude R. Wickard, discussed the idea developed by the United Nations Conference on Food and Agriculture this spring, that the demand for farm products will be even greater after the war is over.

Those attending the Milwaukee conference look forward to a tremendous demand for food to be shipped to war-devastated countries, but that it not all. Industry's raw material needs may fall largely on the farmer, too.

Take soybeans, for instance, as an industrial raw material. War demands for soybean oil brought a 500% increase in soybean production. But the peacetime demands for plastics may require still greater production of soybeans. Other farm crops will find industrial outlets in the manufacture of synthetic rubber, building materials and other products brought into the public eye by the war.

PEOPLE WITH ANY BUSINESS SENSE WOULDN'T THINK MUCH OF A MAN WHO OWNED A BUSINESS but never bothered to find out how it was going or what he could do to help it succeed. You folks together own this REA co-op business. Both as owners and as users you have a stake in it. And your co-op bylaws tell you what part the members have in its control.

Ask yourself what you, as one of the members and owners of this co-op business, have done or have failed to do to help it along. Are you just taking its service for granted? Or are you actively cooperating with the board and management to improve constantly your co-op's effectiveness and usefulness to the members as well as to the rural community in which you live?

Are you aware that this co-op -- any co-op -- is really a mutual self-help enterprise which cannot function at its best unless the individual members are willing to shoulder responsibilities as well as reap the benefits it has to offer? And do you realize that as a member, user and part-owner of this electric co-op you will benefit yourself and your co-op if you learn all you can about the cooperative way of doing business? Co-ops here and in other countries have been successful only to the extent their members were able to translate cooperative principles into sound cooperative practice.

THE WAR PRODUCTION BOARD HAS RECENTLY ASKED ALL INDUSTRIES, INCLUDING ELECTRIC utilities, to eliminate wasteful practices. This request has been made for the purpose of conserving fuel, transportation and man-hours of labor, all of which go into the production of electric power.

As far as farm uses are concerned, no one intends to discourage consumption of electricity for productive purposes. On the contrary, farmers may best serve their country by increasing the number of kilowatt-hours they use--provided those kilowatts save labor or help produce or preserve food. All of us, however, should turn off any light or appliance which we are not actually utilizing. We should have enough good light and enough appliances in use to do our jobs with maximum efficiency, but we shouldn't be wasteful.

WHO

FARMERS/ARE TRYING TO SAVE EVERY BIT OF FEED FROM GRAINS, GRASSES AND OTHER CROPS may find it advisable to build either a pit silo or a trench silo, according to the Department of Agriculture.

The pit silo is merely a pit in the ground, lined with plaster and reinforced with woven wire or metal lath. It should be located in a well-drained spot where the soil is firm and free from rocks.

The trench silo is a type that anyone can build, without complications as far as materials are concerned. It consists of a trench in ground that is reasonably dry, preferably on a slope. The walls of the trench silos tend to cave in somewhat, and after a number of years quite a little of the silage may spoil. But a trench silo is far better than no silo at all, the Department says.

County Agent _____ reports that he can provide additional information about the pit silo, trench silo and other types of temporary and permanent silos.

If you are raising fall chicks or pigs this year, why wait until that old kerosene or coal chick brooder burns up, or your pigs freeze to death, to equip yourself with electric brooders? Our armed forces, our allies and the civilian population urgently need all the meat that can be produced with available feed supplies.

Electric chick brooders, because they are safe and easy to operate, help make certain that unnecessary chick losses do not waste feed. Electric pig brooders will keep a cold snap from playing havoc with your fall pigs. Plans for building home-made chick and pig brooders are available at the Co-op office.

REMEMBER THAT WHEN MR. BILL OVERDUE STARTS CAMPING ON YOUR DOORSTEP, HIS PAL, Mr. Will Shut-off is only a little way behind. Both of these gentlemen are pests. So let's all cooperate to see that they never get another chance to make a nuisance of themselves on our system. If we pay our accounts on time, Messrs. Overdue and Shut-off will have to look elsewhere for a place to camp.

WE HAVE MANY REQUESTS FOR INFORMATION FROM MEMBERS WHO WANT TO BUY ELECTRIC refrigerators, ranges, washing machines, fans, and other appliances. If you have any electric appliance which you are not using, please let us know about it, and we will list it in our next newsletter.

SOME GOOD EXAMPLES OF NEWSLETTER ITEMS:

MR. AND MRS. ED CHERVET, OF GRANDVIEW, USE ELECTRICITY IN A GREAT NUMBER OF WAYS, which makes keeping house and getting three meals a day much easier, allowing more time to produce food for Victory.

They have their home completely electrified and are now milking 16 cows. Before they got electricity, 5 or 6 cows were all they could care for, but with a milking machine and electric water heater to assist in this work, they were able to increase production. They also keep a fine flock of hens.

We salute Mr. and Mrs. Chervet for their good work in production of vital food!

WE CAN VISIT ANY ONE OF OUR FARM MEMBERS AND SEE SOMETHING NEW AND INTERESTING. We believe the fellow who said the American farmer was the world's greatest inventor was right. Some of the homemade appliances around the territory are really marvelous and they're doing a great job. For instance, on a recent visit to the O. N. Johnson farm on North Prairie, Oscar told us that he had a problem of getting water to his hog pen, which was quite some distance from the well and on ground too high for the water to run by gravity. To offset this handicap, Oscar took an oil pump off an old car and fastened a V-pulley on the shaft in place of the gear. This pump is run by a 1-hp motor.

...We found another very unique piece of work on the A. C. Vix farm. Albert has raised a very large number of chicks this summer, and as he explained it, keeping the water trough full was his greatest worry. Albert is handling the situation very efficiently with a hose from his large stock tank to the watering troughs. The flow of water is controlled by an old carburetor. The float does the trick.

ONE OF OUR MEMBERS, MR. GEORGE LUBER, TOLD US THAT HE COULD NOT GET AN ELECTRIC brooder so his good neighbor, Mr. John Korte, loaned them his brooder as he did not intend to use it until later on in the season. Perhaps you have some equipment which you are not using that your neighbor could put to use.
